

POSITION DESCRIPTION

DOA-15302 (C07/2015)
PREVIOUSLY OSER-DMRS-10
State of Wisconsin
Department of Administration/Division of Personnel Management

Rvsd 10/22/19

1. Position No. 314604		2. Cert / Reclass Request No. 20-8363 Effective:	3. Agency No. 566
4. NAME OF EMPLOYEE	5. DEPARTMENT, UNIT, WORK ADDRESS Wisconsin Department of Revenue Lottery Division Product Development & Marketing Bureau Game Development Section 2135 Rimrock Road Madison, WI 53714		
6. CLASSIFICATION TITLE OF POSITION Research Analyst-Advanced			
7. CLASS TITLE OPTION (to be filled out by Human Resources Office)	8. NAME AND CLASS OF FORMER INCUMBENT Steven Carter, Research Analyst-Advanced		
9. AGENCY WORKING TITLE OF POSITION Lottery Marketing Research (Lotto/Advertising/Retailer Performance)	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES Steve Schelb, Research Analyst-Advanced Lottery Market Research (Scratch/Pull-Tab)		
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR Zachary Hyde Lottery Supervisor	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?		
13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? [] Yes [X] No IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM.			

14. POSITION SUMMARY – PLEASE DESCRIBE BELOW THE MAJOR GOALS OF THIS POSITION:

SEE ATTACHED

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION

- GOALS: Describe the major achievements, outputs, or results. List them in descending order of importance.
- WORKER ACTIVITIES: Under each goal, list the worker activities performed to meet that goal.
- TIME %: Include for goals and major worker activities.

TIME %

GOALS AND WORKER ACTIVITIES
SEE ATTACHED

(Continue on attached sheets)

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION

- a. The supervision, direction, and review given to the work of this position is [] close [] limited [X] general.
- b. The statements and time estimates above and on attachments accurately describe the work assigned to the position.

Signature of first-line supervisor _____ Date _____

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position.

Signature of employee _____ Date _____

18. Signature of Human Resources Manager _____ Date _____

POSITION SUMMARY (Line 14)

This position performs professional level work in conducting marketing research, performing statistical analysis, and developing and maintaining statistical information reporting systems, used as the basis for administrative planning and decision making. The position compiles and analyzes a variety of data; prepares reports and graphs; and assists with policy and procedures development for lotto (terminal generated) games, Lottery advertising, and retailer performance and other Lottery products and programs. Results of this position's duties are to provide recommendations to management on product development, game strategies, game odds, informational advertising, etc.

This position works directly with information that is either trade secret (Wis. Stats. 134.90(1)(c) Uniform trade secrets act), or confidential in nature. Responsible for creating, maintaining and storing confidential and trade secret information for the organization.

In addition, it advises other staff on reporting systems and analysis tools that can be utilized when needed.

Work is performed under the general supervision of the Game Development Section Supervisor.

TIME % GOALS AND WORKER ACTIVITIES (Line 15)

- 50% A. Conduct and compile research related to Lotto Games, Lottery advertising, retailer performance, and other Lottery Products and Lottery functions.
- A1. Determine data source and statistical methods for collection of primary data. If survey is used, determine sample size, design instrument and perform data collection.
 - A2. Design and conduct specific and continuous research to measure retailer and customer opinions and Lottery performance. This may include developing questionnaires or facilitating focus groups to obtain player profile data.
 - A3. Design, implement and analyze a statistical program based on Lottery's database and other source research data so that Lottery performance can be examined and analyzed using dependent and independent variables.
 - A4. Analyze data from various sources to identify demographics of Wisconsin residents and player purchase behavior.
 - A5. Use computer and/or mainframe to format, manipulate and store data in accessible forms (e.g. Excel, SPSS, SAS, R, Stata, SAP BusinessObjects (SAP BO), Business Intelligence (BI), etc.).
 - A6. Define and develop computer-based analysis systems to evaluate collected data (e.g. SAP BusinessObjects (SAP BO), Business Intelligence (BI), etc.).
 - A7. Develop contacts and maintain liaison with other lottery jurisdictions and trade organizations to obtain data on industry product performance, advertising research, player demographics, and other activities.
 - A8. Compile and maintain reference files on all lotto games and advertising marketed by the Wisconsin Lottery and other lotteries.
 - A9. Assist other Lottery research staff in developing Lottery sales projections and other Lottery research and analyses.
 - A10. Advise other staff on reporting systems and analysis tools that can be utilized when needed.
 - A11. Any other projects as assigned by the Game Development Section Supervisor.
- 25% B. Communicate results of research and analysis with internal and external users.
- B1. Interact with Lottery staff to aid in implementing specific products based on research results.
 - B2. Interact with Lottery gaming system vendor, instant ticket printing vendors, the advertising agency, other Lottery vendors, and retailer management staff to define databases, report formats, etc.
 - B3. Interact with program and planning staff in other Lottery Bureaus to share data and participate in various research projects.
 - B4. Take a lead role in statistical data gathering and reporting of the lotto ticket products, advertising, and retailer performance.
 - B5. Present performance measures and research information to appropriate Division and Department staff to solicit comments and to review and discuss ideas, findings, and recommendations.
 - B6. Maintain effective working relationships with employees of the Division, the Department, other state employees, as well as other relevant parties.

- 20% C. Participate in future planning.
- C1. Based on research findings, advise management on:
New technologies, procedures, processes, games, or other operational features of other lotteries; revenue impact resulting from changes in Lottery games or procedures; player response to certain features of the Lottery and expected impact of changes in these features; impact of player characteristics and participation rates on Lottery operations; and impact of game designs and public education efforts on Lottery revenue.
 - C2. Analyze existing games' features and procedures as well as other lotteries' games features and procedures to assist in developing and designing features and procedures of new Lottery games.
 - C3. Develop and present feasible and supported lotto game, advertising, and retailer performance strategies to management and other interested parties based on gathered information.
- 5% D. Contract research and monitoring.
- D1. Monitor and evaluate Contractor performance and compliance with the contract. Identify performance outcomes, and establish review/audit methods and reporting requirements to ensure compliance with contractual, programmatic and statutory provisions.
 - D2. Oversee the day-to-day operations of the Contractor(s) and provide a thorough and accurate assessment of problems, including recommendations to resolve/correct the problem.

KNOWLEDGES, SKILLS AND ABILITIES

1. Excellent written and oral communication skills with co-workers, and both internal and external customers.
2. Ability to use Excel and database software.
3. Advanced marketing research skills and abilities (e.g. ability to use, develop, and manage)
4. Advanced advertising focused marketing research skills and abilities (e.g. ability to use, develop, and manage)
5. Knowledge of the lottery industry.
6. Knowledge of marketing practices.
7. Ability to work under deadline pressure.
8. Ability to work and complete tasks independently.
9. General knowledge of State Statutes Chapter 565 (State Lottery), Chapter 25.76 (Lottery Fund), Administrative Code Chapters Tax 61 (Retailers), Tax 62 (Major Procurements) and Tax 63 (Nonprofit Organization Retailers).
10. Knowledge of Department of Revenue and state purchasing processes and guidelines.
11. Ability to develop and maintain effective working relationships with staff within the division, in other divisions and department, vendor staff, and a wide variety of customers.
12. Knowledge of state contract compliance processes.
13. Ability to use computer and/or mainframe to format, manipulate and store data in accessible forms.
14. Skills in statistical data gathering and reporting.
15. Strong organizational and prioritization skills.
16. Skills in the use of Microsoft Office suite (Word, Excel, Outlook, and PowerPoint).
17. Ability to exercise sound judgement and discretion in developing, applying, and interpreting state and agency policies and procedures.
18. Ability to be proactive in identifying problems, logically and thoroughly analyzing the situation, and providing appropriate and workable solutions.
19. Knowledge of consumer products.
20. Ability to work with information that is either trade secret (Wis. Stats. 134.90(1)(c) Uniform trade secrets act), or confidential in nature.
21. Ability to advise staff on reporting and analysis tools that can be utilized.
22. Ability to use a business intelligence platform like SAP BusinessObjects (BO), or similar Business Intelligence (BI) program or tools.